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TRANSMITTAL FORM	Application Number	09/478,974
(To be used for all correspondence after initial filing)	Filing Date	January 6, 2000
	Inventor	L.E. Nakamura
	Group Art Unit	2176
	Examiner Name	Maikhanh Nguyen
Total Number of Pages in this Submission: 28	Attorney Docket Number	ST999111

ENCLOSURES *(check all that apply)*
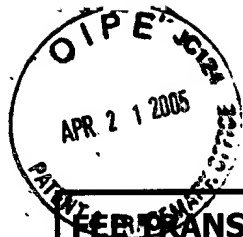

☒ Fee Transmittal Form
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		☐ Certificate of Correction of Office Mistake (37 CFR 1.322)
		☒ Appeal Communication to Group *(Appeal Brief)*
		☐ Proprietary Information
		☐ Status Letter
		☐ Appeal Communication to Board of Appeals and Interferences
		☐ Fee Address Indication Form
		☐ Other Enclosure(s)
		(please identify below)

SIGNATURE OF APPLICANT, ATTORNEY, OR AGENT

Firm or Individual Name:	Janaki K. Davda, Registration No. 40,684
Signature:	*[signature]*
Date:	April 19, 2005

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Signature:	*[signature]*	
Date:	April 19, 2005	

FEE TRANSMITTAL	Application Number	09/478,974
for FY 2005	Filing Date	January 6, 2000
	Inventor	L.E. Nakamura
	Group Art Unit	2176
	Examiner Name	Maikhanh Nguyen
Total Amount of Payment: **$500.00**	Attorney Docket Number	ST999111

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          Statement $180
☐ Recordation of Assignment $40
☐ Submission after final (37 CFR 1.129(a)) $790
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SUBTOTAL $_____

Submitted by:

Firm or Individual Name:	Janaki K. Davda; Registration No. 40,684	Customer No. **47069**
Signature:	*[signature]*	
Date: April 19, 2005	Telephone: (310) 553-7973	

In the United States Patent and Trademark Office

Board of Patent Appeals and Interferences

Appeal Brief

In re the Application of:

L.E. Nakamura
Serial No. 09/478,974
Filed: January 6, 2000
Attorney Docket No. ST999111

METHOD, SYSTEM, AND PROGRAM FOR
PRESENTING DATA IN A LIMITED DISPLAY AREA

Submitted by:

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TABLE OF CONTENTS

I.   Real Party in Interest

The entire right, title and interest in this patent application is assigned to real party in interest International Business Machines Corporation.

II.   Related Appeals, Interferences, and Judicial Proceedings

Appellant, Appellant's legal representative, and Assignee are not aware of any other prior or pending appeals, interferences, and judicial proceedings which may be related to, directly affect or be directly affected by or have a bearing on the Board's decision in the pending appeal.

III.   Status of the Claims

Claims 1-24 are pending and have been rejected.

The final rejection of the claims is being appealed for all pending claims 1-24.

IV.   Status of Amendments

No amendments were filed after receipt of a Final Rejection.

V.   Summary of the Invention

The presently claimed invention is directed to displaying data on a display monitor. One or more records matching a search criteria are retrieved, wherein each record includes at least one field of data. When a field of data includes a separator indicating that there are multiple values for the field, a first portion of the field of data and a graphical element indicating that there is a second portion of the field of data are displaying within a display area of the page. The

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page is enabled to selectively present the first portion of the field of data and the second portion of the field of data in response to user input passing over the graphical element.

For example, as described in the specification in connection with one embodiment, a database includes one or more tables of information on music videos, including fields for the title of the video, authors (e.g., artists), and a description of the type of video (e.g., Specification at page 5, line 28 - page 6, line 2). In response to a user entering a search value and other search parameters and selecting a "GO" button, an HTTP request is transmitted to a server, and, in response, the server generates an HTML page including the records of the results displayed in content boxes (e.g., Specification, page 6, lines 2-7; page 6, line 27 - page 7, line 1). Each content box displays the video name, the artists, and a description of the type of video (e.g., Specification, page 6, lines 9-11). When a separator indicates multiple values for a field, the first value before the separator is encoded into the display box along with an information symbol that denotes there is further information for the field (e.g., Specification at page 7, lines 19-28). Thus, if there is more than one artist, the server generates HTML code to display the first artist, followed by "et al." and a graphical element "i" indicating that there are further artists (e.g., Specification, page 6, lines 11-13; page 7, lines 18-22). When the first artist and the graphical element are displayed, if the user passes a mouse or other input device over the displayed graphical element, then the web page would display the names of all the artists (e.g., Specification at page 6, lines 13-15). In accordance with certain embodiments, a hover text element is encoded to include the capability to display a full list of artists (e.g., Specification, page 6, lines 13-15; page 7, lines 24-28).

In another aspect of the invention, presenting the first and second portions of the field of

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data comprises displaying the first and second portions in response to the user input. For example, if the user passes a mouse or other input device over the displayed graphical element, then the web page would display the names of all the artists (e.g., Specification at page 6, lines 13-15).

In yet another aspect of the invention, selectively presenting the first and second portions comprises displaying the first and second portions as hover text superimposed over the display area displaying the first portion of the field of the data. For example, the names of artists may be displayed in a hover text box (e.g., Specification, page 6, lines 13-15; page 7, lines 24-28).

In a further aspect of the invention, the page is an HTML page and an HTML alternative text attribute element is used to enable the page to selectively present the first and second portions of the field of data in response to user input (e.g., Specification, page 8, lines 1-2).

In another aspect of the invention, a user request including the search criteria is received (e.g., Specification, page 6, line 27 - page 7, line 1). A database is queried on the search criteria to access data records satisfying the search criteria, wherein each accessed data record includes the field of data, wherein there is a display area for each record, further comprising displaying in the display area for each record the at least first portion of the field of data from each accessed data record, wherein the page is enabled to selectively present the first and second portion of the field for the record in response to user input (e.g., Specification, 5, line 28 - page 6, line 7).

In yet another aspect of the invention, displaying the first portion in the display area comprises displaying a first value in the data field, and presenting the first and second portions in response to user input comprise displaying all the values from the data field (e.g., page 6, lines' 13-15; page 7, lines 24-28).

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In a further aspect of the invention, at least one additional field of data is displayed in each display area for each accessed record. For example, each content box displays a video name and a description of the type of video in addition to an artist (e.g., Specification, page 6, lines 9-11).

In yet another aspect of the invention, the first and second portions are presented in response to user input indicating movement of a graphical pointer over the displayed graphical element. For example, if the user passes a mouse or other input device over the displayed graphical element, then the web page would display the names of all the artists (e.g., Specification at page 6, lines 13-15).

VI.   Grounds of Rejection

A concise statement listing each ground of rejection presented for review is as follows:

A.   Ground of Rejection 1: The Obviousness Rejection Based on the Malamud and Zamora-McKelvy Combination

Claims 1-2, 4-10, 12-18, and 20-24 stand rejected under 35 U.S.C. §103(a) as being unpatentable over Malamud et al. (U.S. Patent No. 6,437,800) in view of Zamora-McKelvy et al. (U.S. Patent No.6,519,616).

B.   Ground of Rejection 2: The Obviousness Rejection Based on the Malamud, Zamora-McKelvy, and Applicant Admitted Prior Art Combination

Claims 3, 11, and 19 stand rejected under 35 U.S.C. §103(a) as being unpatentable over

Malamud et al. (U.S. Patent No. 6,437,800) in view of Zamora-McKelvy et al. (U.S. Patent No.6,519,616) and in further view of Applicant Admitted Prior Art (APA).

VII. Argument

A. Ground of Rejection 1:The Obviousness Rejection Based on the Malamud and Zamora-McKelvy Combination

1. Claims 1, 2, 8, 9, 10, 16, 17, 18, and 24 are not Obvious over the Malamud and Zamora-McKelvy Combination

As set forth above, claims 1, 9, and 17 are directed to a method, system, and article of manufacture for displaying data on a display monitor. One or more records matching a search criteria are retrieved, wherein each record includes at least one field of data. When a field of data includes a separator indicating that there are multiple values for the field, a first portion of the field of data and a graphical element indicating that there is a second portion of the field of data are displaying within a display area of the page. The page is enabled to selectively present the first portion of the field of data and the second portion of the field of data in response to user input passing over the graphical element.

The Office Action indicates that "displaying in a page a first portion of the field of data and a graphical element indicating that there is a second portion of the field of data within a display area" is taught by the Malamud patent at Col. 1, lines 38-42 and Col. 2, lines 6-12. The Malamud patent describes that objects, including an information cursor, are displayed on a video display (Col. 1, lines 36-38). At Col. 1, lines 38-42, the Malamud patent describes that the information cursor is positioned over at least a portion of one of the objects and information

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about the object is displayed. At Col. 2, lines 6-12, the Malamud patent describes that a pointing portion of the information cursor points to an icon associated with an object, and the information about the object that is associated with the icon is displayed. Thus, when the information cursor is positioned over an object, information about the object is provided, and when the pointing portion of the information cursor points to the icon associated with the object, information about the object is provided. In either case, *the Malamud patent describes that information about an object is displayed, but there is no suggestion or teaching of a first portion of a field of data and a second portion of a field of data.* For example, in FIG. 2a of the Malamud patent, a name box displays the name of the object to which the pointing portion points (Col. 3, lines 30-34), and in FIG. 2b, when the pointing portion points to a book icon, representing a book stored in the system, the name box displays the phrase "Book Cover" (Col. 3, lines 35-41). On the other hand, the claimed first portion of a field of data and second portion of a field of data are portions of a single field of data that includes a separator indicating that there are multiple values for the field. For example, in Applicant's FIG. 3, a graphical element "i" 110 indicates that there are further artists to be displayed, and, if a user passes an input device over the graphical element, the names of all the artists are displayed, such as in box 112. Thus, the first portion of the field of data and the second portion of the field of data are portions of a field of data in a record that has been retrieved.

Moreover, the pointing portion of the Malamud patent points to a position on a video display (Col. 3, lines 3-4). The pointing portion does provide any portion of a field of data and does not teach or suggest the graphic element that is displayed *to indicate that there is a second portion of a field of data.* Also, an information portion of the Malamud patent displays textual or

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graphical information about the object to which the pointing portion points (Col. 3, lines 4-6), but the information portion does not teach or suggest the claimed first portion of a field of data and second portion of the field of data. Thus, the pointing portion and information portion together do not teach or suggest the claimed first portion and second portion of the field of data. Moreover, the icon to which the pointing portion points does not teach or suggest the graphic element that is displayed *to indicate that there is a second portion of a field of data*. Instead, the icon is displayed to represent an object (e.g., FIG. 2b, Col. 3, lines 36-37, a book icon represents a book of text stored in the system) and provides information about that object.

In addition, the claimed graphic element is displayed *when the field of data includes a separator indicating that there are multiple values for the field*. On the other hand, the Malamud patent does not describe that an icon or information cursor is displayed when a field of data includes a separator indicating that there are multiple values for the field.

The Office Action also indicates that "enabling the page to selectively present the first and second portions of the field of data in response to user input passing over the graphical element" is taught by the Malamud patent at Col. 1, lines 58-64 and Col. 5, lines 30-39. At Col. 1, lines 58-64, the Malamud patent describes that a cursor is moved to point to the source object icon in response to movements of a mouse by a user, and a name of the source object is displayed as part of the cursor. At Col. 5, lines 30-39, the Malamud patent describes that if a named entity is present at a specified position, the information regarding the object at the specified cursor position is displayed. On the other hand, the claimed invention *selectively presents the first and second portions of the field of data* in response to user input passing over the graphical element. The Malamud patent merely indicates that the name of the source object

is displayed or information is displayed, but these are not first and second portions of a field of data, and there is no teaching or suggestion of a first portion of a field of data and a second portion of a field of data being selectively presented. If the Examiner is suggesting that the source object is a graphical element as claimed by Applicant, then display of the source object does not teach or suggest that there is a second portion of the field of data.

Moreover, in the Advisory Action mailed on February 8, 2005, the Examiner submits that the Malamud patent teaches a first and second portion of a field of data with a cursor, a source object icon, and a destination object icon, where the cursor is moved to point to the source object icon and the name of the source object is displayed. Merely displaying and not displaying the name of the source object does not teach or suggest selectively presenting the first and second portions of the field of data. Moreover, the Malamud patent does not teach or suggest that the name of the source object includes a first portion of a field of data and a second portion of the field of data.

The Office Action indicates that the Malamud patent does not explicitly teach retrieving one or more records matching a search criteria, wherein each record includes at least one field of data and when a field of data includes a separator indicating that there are multiple values for the field.

The Office Action indicates that retrieving one or more records that match a search criteria, wherein each records includes at least one field of data is taught by the Zamora-McKelvy patent at Col. 2, lines 30-40, Col. 3, lines 20-31, Col. 4, lines 59-65, and FIG. 5. The Zamora-McKelvy patent describes searching a database for records meeting search criteria.

The Examiner states that including the features from the Zamora-McKelvy patent in the

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Malamud patent "would have provided the capability for specifying the results of periodic tests of the live web site service that the user wants to view by submitting criteria for use in searching of a database having records". The Malamud patent provides information by allowing a user to position an information cursor over an object or an icon, and so there is no need for a user to submit criteria for use in searching of a database to obtain information about the object. Therefore, Applicant respectfully submits that there is no teaching or suggestion to combine the Malamud and Zamora-McKelvy patents.

However, even if the Zamora-McKelvy and Malamud patents are combined, the combination does not result in Applicant's claimed invention. The cited portion of the Zamora-McKelvy patent describes a server that is enabled for searching a database for records matching a search criteria. There is no teaching or suggestion in the Zamora-McKelvy patent that when a field of data includes a separator indicating that there are multiple values for the field, a first portion of the field of data is displayed and a graphical element indicating that there is a second portion of the field of data is displayed. Instead, the Zamora-McKelvy patent describes that records found in a search are displayed and a user may follow a link to a web page that provides detailed information for a particular record (Col. 9, lines 48-55). By providing a link to a web page for further information, the Zamora-McKelvy patent teaches away from the claimed invention. Thus, even if the Malamud and Zamora-McKelvy patents were combined, the result would be to require a user of the Malamud technique to enter search criteria, which would provide a list of records that enable access to additional information using a link to a web page. This teaches away from the claimed invention.

Moreover, there is no teaching or suggestion in the Zamora-McKelvy patent for enabling

the page to selectively present the first and second portions of the field of data in response to user input passing over a graphical element.

In the Advisory Action mailed on February 8, 2005, the Examiner submits that the Malamud patent teaches displaying a graphical element because the cursor points to the destination object icon and the name of the destination object is displayed along with the name of the source object as part of the cursor and that the Zamora-McKelvy patent shows a field of data includes a separator indicating there are multiple values for the field. Again, as discussed above, there is no teaching or suggestion to combine the Malamud and Zamora-McKelvy patents. Moreover, the cursor of the Malamud patent is used to display the name of the source and destination objects, so there is no need in the Malamud patent to retrieve a record matching a search criteria having at least one field of data, where the field of data includes a separator indicating that there are multiple values for the field.

The law is well settled that a reference will not support a rejection based upon obviousness where the proposed modification to the reference contravenes the principle of operation of the device of the reference:

> If the proposed modification or combination of the prior art would change the principle of operation of the prior art invention being modified, then the teachings of the references are not sufficient to render the claims prima facie obvious. In re Ratti , 270 F.2d 810, 123 USPQ 349 (CCPA 1959)

The Examiner appears to be impermissibly modifying the Malamud patent such that a user is required to enter search criteria to obtain information about an object, rather than simply positioning an information cursor over the object or over an icon associated with the object.

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Thus, claims 1, 9, and 17 are not taught or suggested by the Malamud and Zamora-McKelvy patents, either alone or together.

Claims 2, 10, and 18 describe that presenting the first and second portions of the field of data comprises displaying the first and second portions in response to user input, and these claims depend from claims 1, 9, and 17, respectively, which describe that the user input selects the graphical element. The Office Action cites the Malamud patent at Col. 1, lines 58-64, Col. 5, lines 30-39, and Col. 6, lines 62-67. The cited portions of the Malamud patent do not teach or suggest that a first portion of a field of data and a second portion of a field of data may be displayed. The cited portions of the Maiamud patent describe that a name of a source object is displayed when a cursor points to an icon representing the source object stored in the system (Col. 1, lines 58-64). Also, with the Malamud patent, if a named entity is present at the specified cursor position, the information regarding the object at the cursor position is displayed (Col. 5, lines 30-39). The Malamud patent describes that an information cursor may be positioned so that the pointing portion points to one of the objects that is displayed and the information portion is in the selected relative position with respect to the pointing portion (Col. 6, lines 62-67). With the teaching of the Malamud patent, the information of an object is displayed, rather than a portion of a field of a record. Moreover, the Malamud patent describes a pointing portion and an information portion. Because the pointing portion does not provide a portion of a field of data, the pointing portion and information portion together do not provide the first and second portions of the field of data. Also, the information portion does not provide a first and second portion of a field of data.

Claims 8, 16, and 24 describe that the first and second portions are presented in response

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to user input indicating movement of a graphical pointer over the displayed graphical element. The Office Action cites the Malamud patent at Col. 1, lines 58-64, Col. 5, lines 30-39, and Col. 6, lines 62-67. The cited portion of the Malamud patent describes that a cursor is moved to point to the source object icon in response to movements of a mouse by a user, and a name of the source object is displayed as part of the cursor and that, if a named entity is present at a specified position, the information regarding the object at the specified cursor position is displayed. Thus, the Malamud patent describes that information is displayed, but there is no teaching or suggestion that first and second portions are presented in response to user input indicating movement of a graphical pointer over the displayed graphical element.

Accordingly, it is respectfully submitted that the rejection of claims 1, 2, 8, 9, 10, 16, 17, 18, and 24 as obvious over the Malamud and Zamora-McKelvy combination should be reversed.

2.   Claims 4, 12, and 20 are not Obvious over the Malamud and Zamora-McKelvy
        Combination

Claims 4, 12, and 20 describe that the page is an HTML page and that an HTML alternative text attribute element is used to enable the page to selectively present the first and second portions of the field of data in response to user input. The Office Action cites the Malamud patent at Col. 1, lines 58-64, Col. 5, lines 30-39, and Col. 6, lines 62-67 and the Zamora-McKelvy patent Abstract. The Office Action indicates that the Malamud patent does not teach that "the page is an HTML" but that the Zamora-McKelvy patent does describe that the page is HTML. Neither the Malamud patent nor the Zamora-McKelvy patent describes that an HTML alternative text attribute element is used to enable a page to selectively present the first

and second portions of the field of data in response to user input.

Accordingly, it is respectfully submitted that the rejection of claims 4, 12, and 20 as obvious over the Malamud and Zamora-McKelvy combination should be reversed.

3. Claims 5-7, 13-15, and 21-23 are not Obvious over the Malamud and Zamora-McKelvy Combination

Claims 5, 13, and 21 describe receiving a user request including the search criteria and querying a database on the search criteria to access data records satisfying the search criteria, wherein each accessed data record includes the field of data, wherein there is a display area for each record, further comprising displaying in the display area for each record the at least first portion of the field of data from each accessed data record, wherein the page is enabled to selectively present the first and second portion of the field for the record in response to user input. The Office Action cites the Malamud patent at Col. 1, lines 38-42, lines 58-64, and Col. 5, lines 30-39 as describing displaying in the display area for each record the at least first portion of the field of data from each accessed data record, wherein the page is enabled to selectively present the first and second portion of the field for the record in response to user input. The cited portion of the Malamud patent describes that a cursor is moved to point to the source object icon in response to movements of a mouse by a user, and a name of the source object is displayed as part of the cursor and that, if a named entity is present at a specified position, the information regarding the object at the specified cursor position is displayed. Thus, the Malamud patent describes that information is displayed, but there is no teaching or suggestion that a page is enabled to selectively present a first portion of a field of data and a second portion

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of the field of data for the record in response to user input.

Claims 7, 15, and 23 depend from claims 6, 14, and 22, respectively, and describe displaying at least one additional field of data in each display area for each accessed record. On the other hand, the cited portion of the Malamud patent at Col. 4, lines 18-32 describes a property cursor, which does not teach or suggest an additional field of data for each accessed record.

Accordingly, it is respectfully submitted that the rejection of claims 5-7, 13-15, and 21-23 as obvious over the Malamud and Zamora-McKelvy combination should be reversed.

B.   Ground of Rejection 2: The Obviousness Rejection Based on the Malamud, Zamora-McKelvy, and Applicant Admitted Prior Art Combination

1.   Claims 3, 11, and 19 are not Obvious over the Malamud, Zamora-McKelvy, and Applicant Admitted Prior Art Combination

Claims 3, 11, and 19 describe that selectively presenting the first and second portions comprises displaying the first and second portions as hover text superimposed over the display area displaying the first portion of the field of the data.

Independent claims 1, 9, and 17 are not taught or suggested by the Malamud patent, the Zamora-McKelvy patent, or Applicant Admitted Prior Art, either alone or together. For example, the discussion of hover text in the BACKGROUND portion of Applicant's Specification does not cure the defects of the Malamud and Zamora-McKelvy patents.

Applicant's Specification on page 1, lines 13-14, describes that one use of hover text is to display information on a control button or icon, such as shown in Applicant's Figure 1. Also,

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Applicant's Specification on page 1, lines 17-21, describes that another use of hover text is to crop content to fit into a display area and then provide the entire content of the display area in a hover text box. Applicant's Specification on page 2, lines 2-6, describes that if the title of a button extends beyond the width of the button, then the application title is truncated to fit the button, and, if the user passes a graphical pointer over the displayed button, the entire title is displayed in hover text. None of these prior art uses of hover text teach or suggest retrieving one or more records matching a search criteria, wherein each record includes at least one field of data, and, when the field of data includes a separator indicating that there are multiple values for the field, displaying a first portion of the field of data and a graphical element indicating that there is a second portion of the field of data.
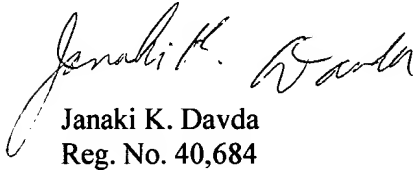
Dependent claims 3, 11, and 19 incorporate the language of independent claims 1, 9, or 17, respectively, and add additional novel elements. Therefore, dependent claims 3, 11, and 19 are not taught or suggested by the Malamud patent, the Zamora-McKelvy patent or Applicant's description of related art in Applicant's Specification, either alone or in combination, for at least the same reasons as were discussed with respect to claims 1, 9, and 17.
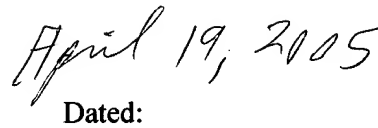
Accordingly, it is respectfully submitted that the rejection of claims 3, 11, and 19 as obvious over the Malamud patent, the Zamora-McKelvy patent, and Applicant Admitted Prior Art combination should be reversed.

VIII. Conclusion

Each of the rejections set forth in the final Office Action is improper and should be

reversed.

Respectfully submitted,

Janaki K. Davda
Reg. No. 40,684

Dated: April 19, 2005

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IX.   Appendix A

The claims on appeal are as follows:

1.   (Previously Presented) A method for displaying data on a display monitor under control of a computer, comprising:

retrieving one or more records matching a search criteria, wherein each record includes at least one field of data; and

when a field of data includes a separator indicating that there are multiple values for the field,

displaying in a page a first portion of the field of data and a graphical element indicating that there is a second portion of the field of data within a display area of the page; and

enabling the page to selectively present the first and second portions of the field of data in response to user input passing over the graphical element.

2.   (Previously Presented) The method of claim 1, wherein presenting the first and second portions of the field of data comprises displaying the first and second portions in response to the user input.

3.   (Original) The method of claim 2, wherein selectively presenting the first and second portions comprises displaying the first and second portions as hover text superimposed over the display area displaying the first portion of the field of the data.

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4.   (Original) The method of claim 1, wherein the page is an HTML page and wherein an HTML alternative text attribute element is used to enable the page to selectively present the first and second portions of the field of data in response to user input.

5.   (Previously Presented) The method of claim 1, further comprising:

receiving a user request including the search criteria; and

querying a database on the search criteria to access data records satisfying the search criteria, wherein each accessed data record includes the field of data, wherein there is a display area for each record, further comprising displaying in the display area for each record the at least first portion of the field of data from each accessed data record, wherein the page is enabled to selectively present the first and second portion of the field for the record in response to user input.

6.   (Previously Presented) The method of claim 5, wherein displaying the first portion in the display area comprises displaying a first value in the data field, and wherein presenting the first and second portions in response to user input comprise displaying all the values from the data field.

7.   (Original) The method of claim 6, further comprising displaying at least one additional field of data in each display area for each accessed record.

8.   (Original) The method of claim 1, wherein the first and second portions are

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presented in response to user input indicating movement of a graphical pointer over the displayed graphical element.

9.   (Previously Presented) A system for displaying data, comprising:

a computer;

a display monitor under control of the computer,

means for retrieving one or more records matching a search criteria, wherein each record includes at least one field of data; and

when a field of data includes a separator indicating that there are multiple values for the field,

means for displaying in a page on the display monitor a first portion of the field of data and a graphical element indicating that there is a second portion of the field of data within a display area of the page; and

means for enabling the page to selectively display on the monitor the first and second portions of the field of data in response to user input passing over the graphical element.

10.   (Original) The system of claim 9, wherein the means for displaying the first and second portions of the field of data comprises displaying the first and second portions in response to the user input.

11.   (Original) The system of claim 10, wherein the means for selectively displaying the first and second portions comprises displaying the first and second portions as hover text

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superimposed over the display area displaying the first portion of the field of the data.

12.   (Original) The system of claim 9, wherein the page is an HTML page and wherein

an HTML alternative text attribute element is used to enable the page to selectively

present the first and second portions of the field of data in response to user input.

13.   (Previously Presented) The system of claim 9, further comprising:

means for receiving a user request including the search criteria; and

means for querying a database on the search criteria to access data records satisfying the

search criteria, wherein each accessed data record includes the field of data, wherein there is a

display area for each record;

means for displaying in the display area for each record the at least first portion of the

field of data from each accessed data record, wherein the page is enabled to selectively present

the first and second portion of the field for the record in response to user input.

14.   (Previously Presented) The system of claim 13, wherein the means for displaying

the first portion in the display area comprises displaying a first value in the data field, and

wherein presenting the first and second portions in response to user input comprise displaying all

the values from the data field.

15.   (Original) The system of claim 14, further comprising displaying at least one

additional field of data in each display area for each accessed record.

16. (Original) The system of claim 9, wherein the first and second portions are displayed in response to user input indicating movement of a graphical pointer over the displayed graphical element.

17. (Previously Presented) An article of manufacture for displaying data on a display monitor under control of a computer, the article of manufacture comprising a computer usable media including at least one computer program embedded therein that is capable of causing the computer to perform:

retrieving one or more records matching a search criteria, wherein each record includes at least one field of data; and

when a field of data includes a separator indicating that there are multiple values for the field,

displaying in a page a first portion of the field of data and a graphical element indicating that there is a second portion of the field of data within a display area of the page; and

enabling the page to selectively present the first and second portions of the field of data in response to user input passing over the graphical element.

18. (Previously Presented) The article of manufacture of claim 17, wherein presenting the first and second portions of the field of data comprises displaying the first and second

portions in response to the user input.

19.   (Original) The article of manufacture of claim 18, wherein selectively presenting the first and second portions comprises displaying the first and second portions as hover text superimposed over the display area displaying the first portion of the field of the data.

20.   (Original) The article of manufacture of claim 17, wherein the page is an HTML page and wherein an HTML alternative text attribute element is used to enable the page to selectively present the first and second portions of the field of data in response to user input.

21.   (Previously Presented) The article of manufacture of claim 17, further comprising:

receiving a user request including the search criteria; and

querying a database on the search criteria to access data records satisfying the search criteria, wherein each accessed data record includes the field of data, wherein there is a display area for each record, further comprising displaying in the display area for each record the at least first portion of the field of data from each accessed data record, wherein the page is enabled to selectively present the first and second portion of the field for the record in response to user input.

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22. (Previously Presented) The article of manufacture of claim 21, wherein displaying the first portion in the display area comprises displaying a first value in the data field, and wherein presenting the first and second portions in response to user input comprise displaying all the values from the data field.

23. (Original) The article of manufacture of claim 22, further comprising displaying at least one additional field of data in each display area for each accessed record.

24. (Original) The article of manufacture of claim 17, wherein the first and second portions are presented in response to user input indicating movement of a graphical pointer over the displayed graphical element.